

Comprehensive cooperation agreement signed with Izumiotsu City -We will contribute to the health of children with our nutritious Koya Tofu-

On 24 March 2025, Asahimatsu Co., Ltd.(Head Office: Osaka city and Iida city, CEO: Hirotaka Kinoshita) concluded a comprehensive cooperation agreement with Izumiotsu City (Mayor: Kenichi Minamide) to create initiatives that contribute to the healthy growth of children and realise a society that supports the mental and physical health of children, the future leaders of our society.



Kenichi Minamide, Izumiotsu City Mayor and Hirotaka Kinoshita, CEO of Asahimatsu Foods Co. Ltd.

As a first step, school lunch recipes using Asahimatsu's Koya-tofu 'Shin-Asahi Tofu' will be developed for kindergartens. And cooking classes will be held for parents and children. Koya-tofu is extremely nutritious, with high protein and low sugar content, as well as being rich in calcium and iron. Furthermore, it can be chewed firmly and is considered a good food for developing children's chewing ability. On the other hand, it is thought that the younger generation is not very familiar with it and does not have a wide variety of recipes, so the first step is to raise awareness through cooking classes to show them how to use Koya-tofu in a simple and tasty way and make it more familiar to them.

Prior to this collaboration agreement, on 23 December 2024, Asahimatsu donated 450 kg of Koya-tofu made from Hokkaido Tokachi soybean, which were used in school lunches at pre-school facilities in the city, etc. In conjunction with this collaboration agreement, a letter of appreciation was presented to Asahimatsu by Izumiotsu.

